"Romeo and Juliet" At Popular Prices, Loew's, Toronto.

CANADIAN MOVING PICTURE DIGEST

Vol. 29, No. 5 TORONTO 2, CANADA May 22nd, 1937

The electric lights of Broadway flash the news throughout the globe that another M-G-M triumph is a sensation at the famed Astor Theatre. "Captains Courageous" follows "Good Earth" and M-G-M again wins world acclaim.

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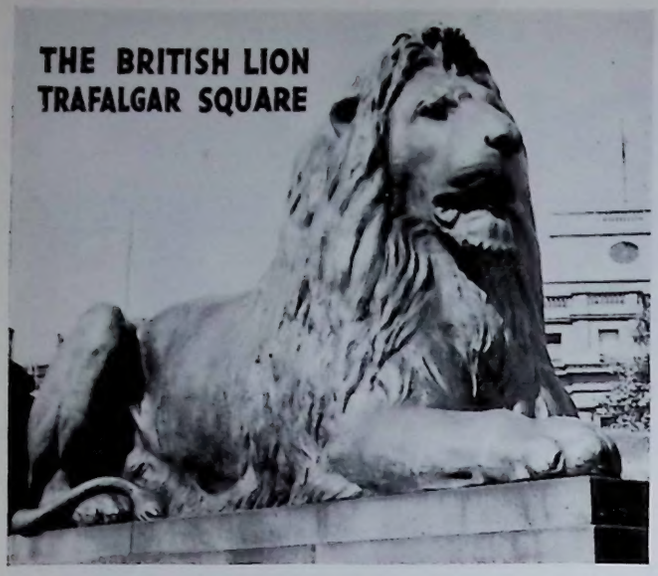

THE LION'S ROAR HEARD 'ROUND THE WORLD!

And every day throughout
the globe the public says:
"Leo the Lion is the Leader
of the Amusement World!"

THE ROYAL FAMILY OF FILMS START THEIR REIGN OF 1937-38 WITH GREATEST LINE-UP OF HISTORY!

(Ask the M-G-M Boys returning from the Big Convention!)

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"Easy to Digest"

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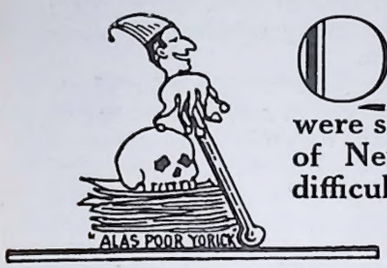
MOTION PICTURES AT SEA



ON board the Duchess of Atholl, some interesting pictures were shown of scenes taken of New Zealand. It was difficult to determine what company had taken these films, there appeared to be no trademark, other than "N.Z."

In view of the fact that it was a Canadian boat, we expected to see some of the pictures which Associated Screen News released, not that we were not interested in the Australian and New Zealand pictures, but there were several afternoons and evenings of motion pictures on this trip to England, and at each performance only the Australian shorts were shown.

The feature pictures were fair. They are generally only fair, on the Canadian liners, and not recent releases.

Why the best pictures on the market are not shown on ocean liners is not quite understandable, for on these boats one has people who travel, who know the value of Entertainment quality, and others who never go to pictures when at home.

The pictures shown on these boats certainly would not convert anyone into being a Movie Fan, but give these new patrons the wrong idea about pictures. It is poor publicity to feel that anything is good enough for this patronage. The regular patrons who see these motion pictures are bored to death!

Crossing on the American liners one sees better pictures, in fact pictures are presented every night at sea.

With ocean travel becoming so much of a routine in the lives of people of to-day, and with the yearly increase in ocean travel, extending the passenger list from its previous class distinction to include more and more of a general public, the question of booking motion pictures on ocean liners should be given more serious attention. If ocean liners can afford to carry hostesses for cruises, and crossings, to provide other facilities for the entertainment of passengers, they can afford to present the Best Pictures!

Our producer-distributors should permit only the best to be shown, the pictures which they would present at first class houses. The passenger capacity of a ship should be a guiding point in the selection and in price. Rather no pictures at all, than some which are presented. Rather a compromise on price, counting the discount against publicity, than furnishing any kind of a picture at all, because there is no money in it.

LOTS OF MONEY IN ENGLAND

WE learn that there were 824 "millionaires" in Great Britain and Ireland, last year; that is people whose incomes exceeded $150,000 a year! This is an increase of forty-nine additional over the previous year, which leads us to conclude that some of the new millionaires must have made their money in motion pictures, so many millions went into the Industry, and this despite the millions which were "in the red".

The Commissioners' Report shows that there were 85,449 persons with incomes of $10,000 and over, an increase of 2,030 persons over the previous year. The total income from such persons was £424,339,484; an increase of £17,175,-138.

The sur-tax received its quota from ten more contributors than the previous year. Sixty paid a sur-tax on incomes ranging from £75,000 to £100,000. Sixty-nine had incomes in excess of £100,000 compared to sixty-four the year before. The total income from this class was £11,485,300.

Net receipts from death duties were £88,-043,949.

RAY PRESENTS

RAY LEWIS

"Jay L" Pinch-Hitting for Ray Lewis

CORONATION-WEEK proved a banner week of motion picture entertainment for Toronto, with all the downtown houses showing Big pictures to Big Crowds.

At Loew's—David O. Selznick's United Artists release, "A Star Is Born", starring Fredric March and Janet Gaynor, with Adolphe Menjou, May Robson and Andy Devine, played to capacity houses every performance, and earned a hold-over for a second week. This remarkable Technicolor photoplay of Hollywood, as Hollywood sees itself, played three weeks at the Radio City Music Hall in New York, grossing over a quarter of a million dollars during its engagement.

At the Imperial, Manager Tom Daley reported unbounded enthusiasm for RKO Radio's latest Fred Astaire-Ginger Rogers musicale, "Shall We Dance?", with Edward Everett Horton and Eric Blore, and music by George and Ira Gershwin. "Shall We Dance?" also extended its run for a second week.

For the first two days of Coronation Week, Manager Jack Arthur presented at the Uptown, H. G. Wells-Alexander Korda's "The Man Who Could Work Miracles", starring Roland Young; this feature was completing its run which commenced the previous week. On Coronation Day, Warner Bros.' "The Prince and the Pauper", by Mark Twain, opened to an overflowing house. Great interest was shown in the Coronation scene in "The Prince and the Pauper", which save for a few minor changes, is identical with the ceremony which took place at Westminster Abbey, May 12th.

Shea's Hippodrome screen exhibited the New Universal picture, "When Love Is Young", starring Kent Taylor and Virginia Bruce, the latter who made such a beautiful Ziegfeld "Folly", in the Metro-Goldwyn-Mayer Academy Award production, "The Great Ziegfeld". On the stage, lovers of Harlem jazz, tapped their feet joyfully to the syncopations of Harlem's own Cab Calloway.

England's Wonder Picture, "Wings of the Morning", with the fascinating Annabella, continued its downtown run of eight weeks, by moving into the Tivoli from the Uptown for Coronation Week, and at this writing is still going strong.

DURING Coronation Week all the downtown houses decorated their marquees and foyers with colorful banners, flags and portraits of the newly-crowned monarch and his consort, joining with the shops and department stores in giving Toronto a real fiesta appearance.

The T. Eaton Company and the Robert Simpson Company in particular spent hundreds of dollars on special decorations including statues of the new King and Queen, and replicas of the Coronation regalia, as well as banners and flags which hung from the many windows of these two department stores.

The City Hall also presented a colorful appearance, with a giant crown, surrounded by red, white and blue bunting, over the main entrance.

On the afternoon of May 11th, at the close of the Stock Market for the day, Bay Street, Toronto's Wall Street, resembled, in a small way, Manhattan's Fifth Avenue during the Lindbergh "welcome home" parade. A number of the brokerage firms celebrated the occasion by tossing streamers and ticker tape from the windows of the various financial houses. It was a rare sight in the history of the Queen City.

It is estimated that Toronto merchants and private citizens spent over $100,000 for Coronation decorations.

THE best mystery novel that I have read in many months was "I Love You Again", by the well-known author, Octavus Roy Cohen. The story ran as a serial in Collier's National Weekly. What a moving picture this story would make! The mystery theme keeps you guessing right up to the concluding chapter, and there is an exciting love story and some sparkling comedy as well.

The plot centres around George Carey, a young man from Warwick, Ohio, in his early thirties, who while carrying a $25,000 payroll, became the victim of amnesia. On a cruise eight years later he is struck over the head by an oar, while rescuing a fellow-passenger, Jason Rountree, from drowning, and the blow restores his memory. He discovers that during the eight years concerning which his mind is a blank, he has taken another name, Larry Wilson, has married, and become a prominent citizen of a small Southern city, Habersham.

Returning from the cruise, he finds himself in the position of being married to a beautiful girl, Kay, who is a stranger to him, albeit a lovely stranger, living in a beautiful home that is foreign to him, and having many close friends whom he cannot remember even having ever met. On top of all this he finds that he has become involved in a murder, when Duncan Campbell, Jr., only son of his (Larry's) boss, and, apparently his best friend, and who is suspected of the crime, claims that at the actual time

(Continued on Page 7)

Report M-G-M Planning Weekly Radio Show.

WASHINGTON FILM DIGEST

(Special to The Digest by George W. Mehrtens, Columbia Trade Press Staff Correspondent)

WASHINGTON, D.C., May 18—(CTP)

MOTION Picture circles in the Capital city are viewing with interest the apparent "watchful waiting" attitude of the Department of Labor in regard to the Hollywood strike situation. It was stated at the office of Secretary Perkins this week that the Department thus far has not been asked to either mediate or in any way interest itself in the situation, although it is at the same time stated that should either side request it the Department of Labor would intervene.

"We have two men out on the coast now following the situation," The Canadian Moving Picture Digest was told, "and they are making daily reports to the Secretary, confidential of course. But until we are formally asked to intervene we will take no action."

Asked what action would be taken should either side make a request the Labor Department spokesman replied that any action would depend upon what the situation was at that particular time.

REORGANIZATION ACTIVITY

LIMITATIONS upon the activities of corporation reorganization committees, based upon disclosures in its investigation of the Paramount and other reorganizations, this week were recommended to Congress by the Securities and Exchange Commission in the fourth of a series of reports on its investigation of reorganizations undertaken under the securities and exchange act in 1934.

A three point program was offered by the commission requiring that control of reorganizations be placed with bona fide security holders and their direct representatives; that emphasis be placed upon the judiciary responsibilities of the representatives of security holders in reorganizations, and that abuses which have characterized the strategy and techniques of reorganization be prohibited.

It is also recommended, as to most reorganizations which are not within the jurisdiction of the Federal courts, the enactment of a separate law giving the commission the power to require disclosure of all relevant facts concerning committees, and the power to prohibit solicitation of proxies through use of the mails, or in interstate commerce by committees having interests materially conflicting with those of the security holders they are underaking to represent.

The story of the Paramount reorganization, the S.E.O. pointed out, illustrates "how those who enter the reorganization in the independent advocacy of the interests of the real owners can readily take unto themselves the spoils of victory. In this case the spoils were a share in the control of the company. In terms of realities in the world of finance such control is the chief stake of any reorganization."

ARGENTINE MARKET LAGS

FOR the past two years Argentina has been the biggest foreign market for American Motion Picture films, but European competition and adverse exchange conditions have retarded sales of American motion picture and sound projection equipment in that country, Assistant American Trade Commissioner Joe D. Walstrom, Buenos Aires, has just reported to the Department of Commerce.

The superior quality of American sound and projection equipment is acknowledged in Argentina the report states. Of the twelve hundred motion picture theatres listed in Argentina about 750 are regularly active and of these approximately 550 are equipped with sound equipment which may be termed adequate. Two hundred and sixty-five of these installations are American.

Of the 1,200 projectors in active use in theatres in Argentina, 720 are of German origin, 300 British, and 120 American, and the remainder are of Dutch and French manufacture, it was stated. The biggest handicap to sales of American sound and projection equipment in Argentina arises from unfavorable exchange treatment, according to the report.

CONDOR - G.M. DEAL

THE Securities and Exchange Commission this week took formal action on the registration statement of Condor Pictures, Inc. Filed December 30th, 1936.

A deficiency in Items 3 and 46 of the statement concerning a rental arrangement between Grand National Films, Inc., and Condor was found by the Commission.

Don Hancock of Condor in Washington this week declared: "Pending the acceptance by the Securities and Exchange commission in Washington of an amendment to the first prospectus issued by Condor Pictures no securities will be offered by Condor.

A new prospectus has been filed and it is expected that it will be effective shortly, Hancock said.

"In a release issued by the S.E.C.," Hancock stated, "the commission stated that the original prospectus was incomplete in its failure to set forth a requirement under studio leasing arrangement to the effect that the premises be used at least one hundred days per year. The amended registration statement and prospectus disclosed that said minimum requirement had been stricken from the lease."

Theatre Equipment and COMPLETE SUPPLIES

Projectors and Parts.
Motor Generators.
Sound Screens.
Lenses, Carbons, etc.

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TORONTO, ONT.

EVERYTHING FOR THE THEATRE FROM SHEET TO STREET

Major Producers Sign Agreement with Screen Actors Guild for Closed Shop.

LABORATORY TESTED

The Electrical Testing Laboratories of New York recently completed a thorough test of the New Hurley Standard with samples of four other leading sound screens. After 196 hours in the fadeometer:

No. 1—Perceptibly yellowed.

No. 2—Barely perceptibly yellowed - less than No. 1.

No. 4—Yellowed strongly.

No. 5—THE NEW HURLEY STANDARD — stayed white.

GREATER LIGHT REFLECTION:

The Hurley process of coating gives the highest reflection and most perfect diffusion ever obtained in any sound screen.

BETTER SOUND TRANSMISSION:

The New Hurley Standard is scientifically perforated, reducing the sound loss to only 3 decibels at a frequency of 8,000.

LONGER LIFE:

100% fabric base and a flexible non-yellowing coating insures longer life in the New Hurley Standard — unconditionally guaranteed.

FLAME PROOF:

Treated to reduce fire hazards and insurance rates to a minimum.

PRICED RIGHT:

At practically the cost of refinishing.

WE ALSO SUPPLY:

Northern Electric "Mirrophonic" Sound Systems.

R. C. A. Photophone High Fidelity Sound Equipment.

Heerwagen Acoustic Tile.

Rubber Carpeting.

And all electrical theatre equipment.

SHOOTING THE STARS

WILLIAM POWELL and MYRNA LOY will be cast in co-starring roles in Ferenc Molnar's "GREAT LOVE", soon to go before the cameras at M-G-M studios; supporting cast includes Cora Witherspoon, Florence Rice, Robert Young and Barnett Parker, with Richard Thorpe directing . . . BARBARA PEPPER and MAXINE JENNINGS have joined the cast of RKO RADIO'S "TAKE THE HEIR", which co-features GUY KIBBEE and CORA WITHERSPOON, with Dororthy Moore and Gordon Jones playing the romantic leads; Maury Cohen is producing, with Edward Killy handling the megaphone . . . HOPE HAMPTON, stage and operatic star, is returning to the screen as a singing star for the NEW UNIVERSAL; Miss Hampton's first picture will be a lavish musical production in Technicolor, "RIVIERA" by Earl Derr Biggers, with music by JEROME KERN and lyrics by DOROTHY FIELDS . . . . "FIRST LADY", KAY FRANCIS' newest starring vehicle, has gone into production at the WARNER BROS. West Coast studios; the picture has a strong supporting cast, some of whose outstanding members are Victor Jory, Anita Louise, Walter Connolly, Verree Teasdale, Louise Fazenda and Marjorie Gateson; film is based upon the recent Broadway stage success by George Kaufman and Katharine Dayton . . . . "LEAGUE OF FRIGHTENED MEN", a Rex Stout story, with WALTER CONNOLLY as the corpulent detective, and LIONEL STANDER, EDUARDO CIANNELLI and IRENE HERVEY in featured roles, will be nationally released by COLUMBIA PICTURES on May 25th; direction is by Alfred E. Green, and screen adaptation by Eugene Solow and Guy Endore . . . "MR. SHADOW" has been named by Edward J. Peskay, GRAND NATIONAL vice-president in charge of distribution, as the first release on the 1937-38 program; this picture was formerly called "THE SHADOW" and is the first in a series based on that famous magazine and radio character . . . PAT PATERSON, wife of Charles Boyer and WALTER WANGER contract player, has been signed for the feminine lead in "52ND STREET" for the Wanger Productions; at the same time Zazu Pitts and Ella Logan were engaged for supporting roles in the same film; others signed for the film to date include Leo Carrillo and Sid Silvers; no male lead has been announced; "52nd Street" is a UNITED ARTISTS release . . . MARGARET SEDDON and MARGARET McWADE, the "pixilated" sisters of "Mr. Deeds Goes To Town", are reunited in featured roles in "DANGER—LOVE AT WORK", the SIMONE SIMON picture son to start production at 20TH CENTURY-FOX . . . RAY BOLGER, star of the stage success, "On Your Toes", which ran a solid year on Broadway, has arrived in Hollywood to start his newly-signed long-term contract with M-G-M; Bolger's first assignment will be "ROSALIE", in which he joins NELSON EDDY, ELEANOR POWELL and DELLA LIND; production will be by the author, WILLIAM ANTHONY McGUIRE . . . WARNER BROS.' picturization of William Wister Haines' novel, "SLIM", featuring PAT O'BRIEN, HENRY FONDA and MARGARET LINDSAY, with Stuart Erwin heading the supporting cast, will be nationally released early in June, according to word received from the Burbank studios . . . GEORGE and IRA GERSHWIN, who were responsible for the music and lyrics in RKO Radio's "Shall We Dance?", have started actual work on the tunes and words for SAMUEL GOLDWYN'S forthcoming musical extravaganza, "THE GOLDWYN FOLLIES"; Helen Jepson, Edgar Bergen, Phil Baker, Bobby Clark and the entire American Ballet are among the celebrated "acts" that will appear in this elaborate production; "The Goldwyn Follies" will be distributed by UNITED ARTISTS . . . GENE REYNOLDS and VIOLET KEMPLE COOPER have been assigned to featured roles in SHIRLEY TEMPLE'S latest starring vehicle for 20TH CENTURY-FOX, "HEIDI" . . . . DANIELLE DARIEUX, sensational European star, recently signed by the NEW UNIVERSAL, will have as her first staring vehicle a picture curiously appropriate to herself, namely "THE RAGE OF PARIS"; Mme. Darieux is under exclusive contract to Universal for five years, and the company officials are predicting a brilliant screen success for this French star.

Robert Montgomery, Metro-Goldwyn-Mayer star, who is currently featured in the former London stage success, "Night Must Fall".

TORONTO THEATRES

LOEW'S—Manager Jules Bernstein — 2nd week, David O. Selznick - United Artists' "A Star Is Born", starring Janet Gaynor and Fredric March.

TIVOLI—Manager D. Krendall — 2nd week, 20th Century - Fox - New World Productions' "Wings of the Morning", starring Annabella and Henry Fonda.

UPTOWN—Manager Jack Arthur — Errol Flynn and the Mauch Twins, Billy and Bobby in Mark Twain's "Prince and the Pauper". A Warner Bros. production.

IMPERIAL—Manager Tom Daley — 2nd week, Fred Astaire and Ginger Rogers in "Shall We Dance?". An RKO Radio picture.

SHEA'S—Manager Jerry Shea — Ricardo Cortez, Gail Patrick and Tom Brown in "Her Husband Lies", a Paramount picture.

EGLINTON—Manager Bob Eves — Greta Garbo and Robert Taylor in M-G-M's "Camille". Also RKO Radio's "We're On the Jury",, with Helen Broderick and Victor Moore.

MADISON—Manager Bill Brady — Grand National's "Girl Loves Boy", starring Eric Linden and Cecilia Parker. Second feature, Republic's "The Mandarin Mystery", with Eddie Quillan.

SAYS PETE EGAN, *Manager of the First-Run Palace Theatre of Calgary:*

"I Think "Elephant Boy" is one ot the finest pictures of its kind that has ever played the Palace Theatre and if exhibitors get behind it in the right way I don't see how they can miss."

SAYS S. MORGAN-POWELL, *Film Critic of the Montreal Daily Star:*

"The film must be reckoned as a notable achievement - - in many ways the best picture based on animal life in the jungle forest we have yet seen."

THERE HAVE BEEN ALL KINDS OF PICTURES, BUT NEVER ONE LIKE THIS ONE!

Based on "Toomai of the Elephants" by
RUDYARD KIPLING

Directed by ROBERT FLAHERTY
and ZOLTAN KORDA
A LONDON FILM
Released thru UNITED ARTISTS

A Stirring Drama of Adventure Filmed in the Jungles and Two Years in the Making.

A Picture That Will Appeal to Old and Young.

BOOKED BY LEADING FIRST-RUN THEATRES IN ALL PARTS OF CANADA AND THE UNITED STATES

Regal Films Limited, *Canadian Distributors*